

# Building successful & sustainable sports portfolios

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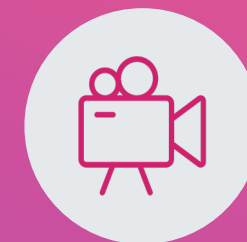


# Building portfolios & executing on production



## AAA-rights

Unique  
Seasonal  
Regularity  
Volume  
Fan base  
High quality



## Production

Look/feel  
Studios  
Graphics  
Pre-productions  
Shared experts/facilities  
Local studios



# Three Pillar Strategy



Football



Motorsport



Local



# Poland



Football



Motorsport



KSW –  
the local element



Biggest D2C-sales driver  
1/3 of all D2C-sales in 2022



# Core properties

9 countries

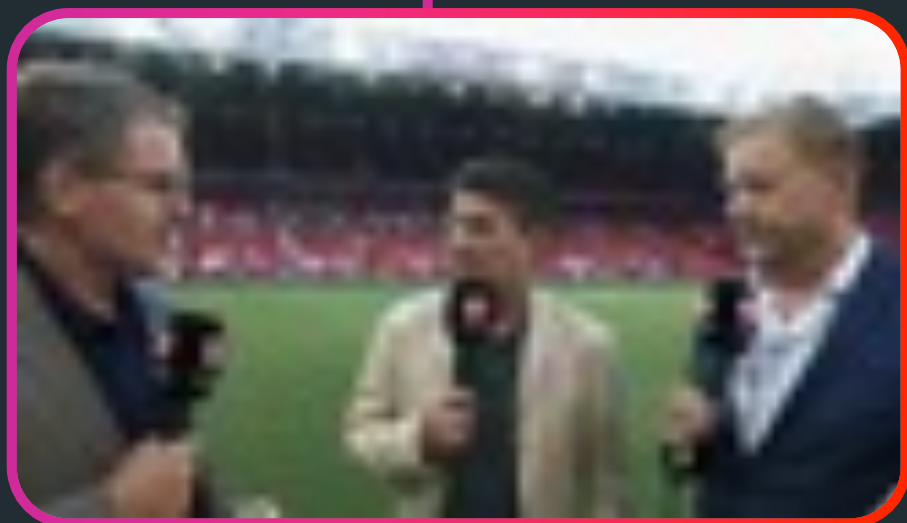
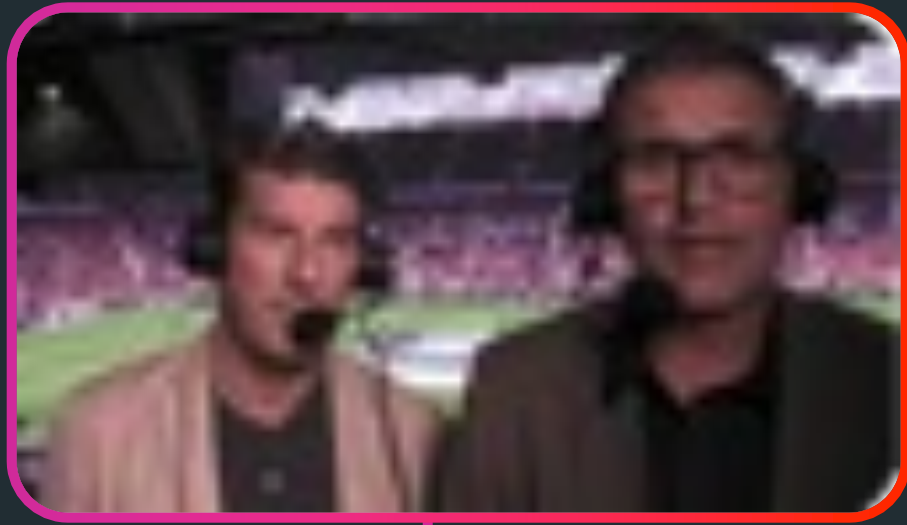


10 countries from '23





# PL, production





# PL, Viewing, Viaplay – 12 rounds



Unique users:  
**1.420.000**



Viewed minutes:  
**1,97 bn minutes**  
(1388 min/user)



**2843 min/user**  
**32 matches** per user  
in **12 rounds**

Avg of Top 25 viewed  
matches entire  
21/22 season



Index 100

Avg of Top 25 on  
Viaplay after 12 rounds



Index 118

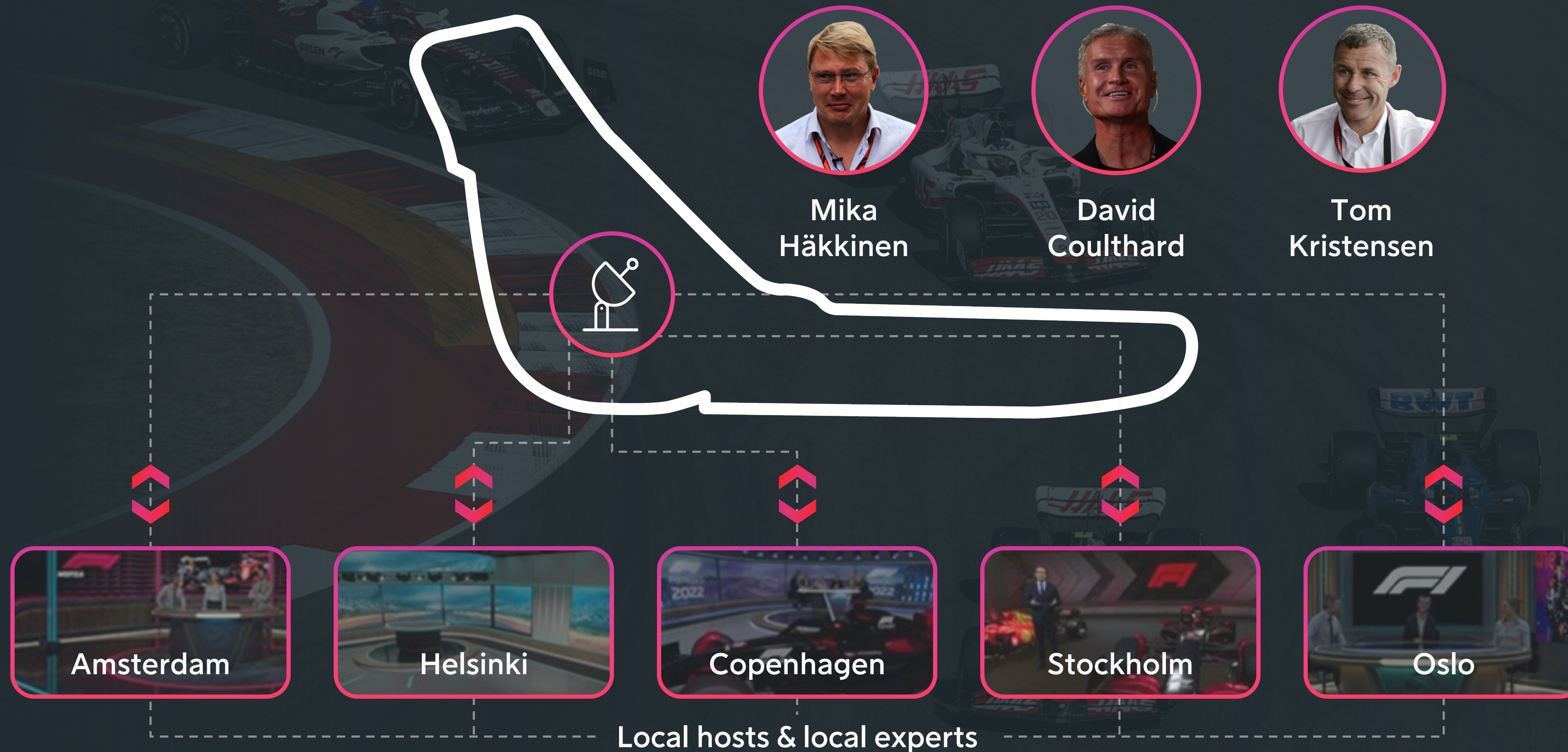


Paul Molnar, PL





# F1-production





# F1, Viewing, Viaplay – YTD



Unique users:  
**1.648.00**



Viewed minutes:  
**4,19 bn minutes**  
(2542 min/user)



**3186 min/unique**  
**53h/unique**



**1925 min/unique**  
**32h/unique**



**1640 min/unique**  
**27h/unique**



**1234 min/unique**  
**21h/unique**



**1183 min/unique**  
**20h/unique**



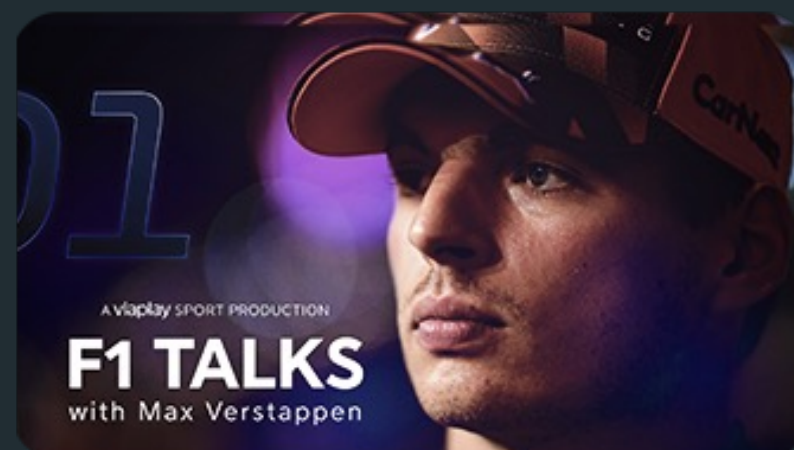
# Ian Holmes

F1





# Max Verstappen





# Raymond Vermeulen





# Erling Haaland





# Next up – UK





# Key takeaways



Portfolio in place

1



Unique  
partnerships  
with key partners

2



Massive  
viewing /  
OTT  
outperforming  
linear

3



Pan  
productions

4



Unique  
partnerships  
with ambassadors

5